Twitter Business #ProTips

Refresh your profile

Keeping your profile up to date shows your audience what's happening with your brand

Incorporate rich media

Images, GIFs, or short videos drive higher engagement rates

Create lists

Custom timelines with Tweets from the accounts you wish to include

Leverage Twitter tools

Drive more engagement with Threads, Polls or Go Live

Actionable tips to use straight away to adapt, refine and grow your presence on Twitter

Use Website Cards

Drive more organic clicks compared to a simple url within a Tweet

Experiment with copy & creatives

Don't assume one-size fits all, different audiences engage with different Tweets

Target creatively

Broaden your targeting strategy by expanding your reach

Test different CTAs

Help your Tweets stand out

Test & optimise

Play around. Test what works for you and your campaigns

Video campaigns

Make your message more memorable by adding video

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